REMARKS

Claims 1-27 remain in the present application. Applicants respectfully request further examination and reconsideration of the rejections based on the above amendments and the arguments set forth below.

35 U.S.C. Section 112 Objections

Applicants have herein amended Claims 6, 11-18, and 21-27 to obviate the cited 35 U.S.C. Section 112 objections of paragraphs 1 and 2 of the above referenced Office Action.

35 U.S.C. Section 103 rejections

Paragraph 5 of the above referenced Office Action states that independent Claims 1-27 are rejected as allegedly being rendered unpatentable by Weinberg (US Patent No. 6,144,962), in combination with Cohen (US Patent No. 2002/0152237 A1). Applicants respectfully traverse.

Embodiments of the claimed invention relate to a method for efficient updating of the hyperlinks of the Web site. The independent claims each recite storing a set of actions, a set of next pages, and a set of rules in a table data structure for the Web page. The table data structure is configured to enable the user flow of the Web page to be changed by altering the corresponding set of rules in the table data structure for the Web page. Similarly, the user flow can be changed by altering the set of actions available to the user, or by altering the set of next pages linked to the Web page in the table data structure

for the Web page. A plurality of table data structures can be generated for each of the plurality of Web pages of the Web site, and the table data structures can be stored in a matrix to track a user flow of the entire Web site. Applicants respectfully assert that the table data structure of the claimed invention is completely different from a record of a parsing of a web site as disclosed in Weinberg.

Applicants point out that Weinberg merely shows graphical depictions of the mapping of the embedded links of a plurality of web pages. The cited figure Weinberg (figure 19) merely shows a graphical depiction of activity from one web page (e.g. a "hit") to another. Applicants find no figures or disclosure within Weinberg of any table data structure that would enable the alteration of the flow the web page as in the claimed invention. Applicants find no disclosure or suggestion within Weinberg for any storing of a set of actions, a set of next pages, or a set of rules in a table data structure. The table data structure of the claimed invention is specifically configured to enable the user flow of the Web page to be changed by, for example, altering the corresponding set of rules in the table data structure for the Web page. There is no disclosure or suggestion within Weinberg for any structure that would enable or facilitate such functionality. Because of this, Applicants respectfully assert that none of the graphic depictions, site maps, action tracking diagrams or the like of Weinberg can reasonably be interpreted to read upon the "table data structure" limitation of the independent claims of the present invention.

The addition of Cohen does not cure the defects of the Weinberg reference. Cohen is relied upon to show web site modification by way of rules. Cohen does not show a table data structure as in the claimed invention.

Consequently, Applicants respectfully assert that the present invention cannot be rendered obvious by the cited Weinberg and Cohen combination within the meaning of 35 U.S.C. Section 103.

CONCLUSION

Applicants respectfully assert that all claims (Claims 1-27) are now in condition for allowance and Applicants earnestly solicit such action from the Examiner.

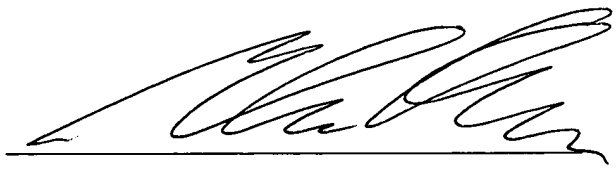
The Examiner is urged to contact Applicants' undersigned representative if the Examiner believes such action would expedite resolution of the present Application.

Please charge any additional fees or apply any credits to our PTO deposit account number: 23-0085.

Respectfully submitted,

WAGNER, MURABITO & HAO, LLP

Dated: 2/2, 2005



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